

ABSTRACT

CHERSY NURMARZHA. J3A116050. 2019. ***The Role Of Creative Team In The Inspirasi Jalanan In TvOne***. Supervised by Wahyu Budi Priatna

TvOne is television station that progressively inspires Indonesian people aged 15 years and over to think forward and make improvements for themselves and the surrounding community through various National and International News and Sports programs they have. The creative team has an important role in the entire production process of an event program, especially in the pre-production stage, where the creative team is tasked with collecting ideas which are then developed into a concept that will be used at the production stage. The creative team is also required to develop their communication skills so that the messages delivered are in accordance with what they want, and expedite the course of the production process.

Keywords: creative team, event program, tvOne